



Iain Beveridge  
Vice President

## **If You're Dialing a 1 or a 9 Before You Make a Phone Call, Something's Wrong...**

*Iain Beveridge of All Phase Communications Explains How SIP is Sweeping the Industry Off Its Feet...*

SEATTLE, WA – March 31, 2010 – Recent developments in technology has rapidly changed the way companies are communicating to their employees, customers and business partners. How can you tell? Try dialing an outside line beginning with the area code or the number first. Those calls that go through are utilizing today's voice and data transport of choice, Session Initiation Protocol (SIP). If you have to dial a 1 or a 9 before you make a phone call, you might as well be using smoke signals to communicate. Now ready for prime time, SIP has opened the floodgates for small to mid-sized businesses to benefit from greater business applications, reduced costs, and enhanced efficiency.

SIP is an Internet-based protocol that is enabling an unseen level of flexibility to end-users. Similar to the way Apple's iPhone redefined what we expect from our cell phone's functionality, SIP is on the leading edge of Unified Communications. The convergence of voice and data onto the same network has forced the demand in the marketplace for a single solution. SIP is the "missing link" required to connect these two networks and the cost justifications are supporting this transition.

### **What makes SIP so special?**

In simple terms, SIP supports any form of real-time communication

regardless of whether the content is voice, video, instant messaging, or a collaboration application.

Additionally, SIP enables users to inform others of their status, their availability, and how they can be contacted before communication is even initiated. Due to the nature of IP communications, these benefits often cost justify and provide business owners the return on investment they need to run their businesses efficiently and effectively.

### **SIP grows up...**

SIP is no longer in its infancy. According to Frost & Sullivan, SIP trunks will increase from 950,000 in 2006 to about 14.52 million in 2012. The early majority is beginning to see SIP's value and adoption is increasing at an accelerating rate. The core reason SIP is here to stay is because it's simple. Rather than having to track, analyze and spend money managing several different streams of communication, SIP gives businesses a single transport to focus on. A few years ago the market didn't have the capability to properly support SIP, but technology has evolved.

For most companies, the transition to SIP will come with all new technology including a phone system containing all of the latest applications that drive profitability, employee productivity and competitive advantages. By eliminating traditional phone lines and turning to SIP, the ROI for new equipment comes in a matter of months rather than years. With the

recent AT&T statement advising the federal government to move away from "plain-old telephone service", known in the industry as POTS and the Public Switched Telephone Network (PSTN), SIP is eventually inevitable for all businesses. So the question becomes why not benefit from SIP now and gain a leg up on the competition, instead of waiting for the train to pass you by later. The SIP train is here... all aboard.

### **ABOUT ALL PHASE COMMUNICATIONS**

Founded in 1986, All Phase Communications is a customer-service oriented telecommunications company with more than 20 years experience in the industry. All Phase is a preferred installation provider with leading VoIP (Voice over Internet Protocol) technology partners including ShoreTel and Toshiba. As the name suggests, All Phase handles all phases of VoIP installation including network assessment, system design, project management, system implementation, system deployment and training, and system maintenance. Based in Shoreline, Washington, small, medium and large companies including Cutter & Buck, Pike Place Market, Venture Bank, Keller Rorback, Southlake Clinic and Gene Juarez have relied on All Phase for their VoIP expertise to gain a competitive advantage in the marketplace by reducing operating costs, streamlining customer service, and improving productivity.